C5250-2 4/14/82

SOFT DRINKS □ BEER □ BOTTLED WATER □ WINE □ POWDERS □ JUICES □ SPIRITS

MARCH 26, 1982

ige Industry

PUBLISHED EVERY OTHER FRIDAY

7101 WISCONSIN AVE #900
WASHINGTON DC 20014**
STATISTICAL REF INDEX
02001567J3
69-01111- INDEX 2

NSDA backs two food safety bills

WASHINGTON, DC — The National Soft Drink Association was clearly behind the comprehensive food safety bill introduced last summer by Sen. Orrin Hatch (R-UT), but it has welcomed the addition of another food safety plan into the hopper from Rep Albert Gore (D-TN).

Gore's proposal does not call for the sweeping changes embodied in Hatch's Food Safety Act Amendments (S.1442). Claiming that the Hatch bill is "too complex administratively" and "too ambitious in the nature of some of the proposed changes," Gore maintains that his alternative "has the advantage of examining" other plans. "Instead of reacting in either an emotional way during crisis situations or trying to change the world in one full swoop," he said, his bill "focuses on only the major problems in what is basically a good law."

Unlike S. 1442, the Gore proposal only addresses the food safety provisions within

(Continued on page 38)

BI Week

• Decaffeinated RC was greeted with a standing ovation when introduced earlier this month to the 600-plus bottlers who attended the Royal Crown marketing meeting in New Orleans. Not a reformulation of RC Cola, the new product is an extension of the line designed to give consumers a full range of cola choices, commented RC president Fred Adamny.

"Hooray for Caffeine free RC" is the ad theme developed for tv, radio and print media. The product itself contains a small amount of caffeine(1/100,000th of a gram per 12 oz. serving) and qualifies under the soda water standards as a cola.

First in the market with the new product is Kalil Beverages,

(Continued on page 47)

7UP's caffeine ads jangle cola nerves

By Paul E. Mullins
Editor

SPECIAL REPORT — Introduction of the new "no caffeine, never had it, never will" ads by The Seven-Up Co. has precipitated a series of industry reactions.

Among them:

• General Cinema, parent firm for Sunkist — one of the products depicted in the commercials — had discussions with key network executives concerning the airing of the commercials.

• Pepsi-Cola, in addition to releasing a strong "Formal" response to the public press notified its bottlers — via mailgram — that participation in the campaign could be grounds for cancellation of the franchise.

• Officials at Dr Pepper and Coke — the other two products specified in the commercials — also issued official statements and notified bottlers of their actions.

At this writing, no official

(Continued on page 22)

7UP explains no-caffeine rationale

NEW YORK — According to The Seven-Up Co., there is a significant segment of consumers who are concerned about the caffeine content of soft drinks. Many of these people are apparently confused about the relative amounts of caffeine in soft drink brands. New 7UP ads inform consumers that 7UP contains no caffeine, and never has.

"It's a simple issue," Ed-

(Continued on page 19)

Decaffeinated Sunkist moves out quietly

ATLANTA, GA — At presstime, BI learned that 436 Sunkist bottlers were about to be informed by the company that regular Sunkist, marketed nationally, would contain no caffeine.

Sunkist has been conducting tests of a non-caffeinated version of its regular soft drink in about 17 selected states since July, 1981. J. Peter Murphy, executive vp, said that the tests came out well and in December, 1981, the company decided to begin the changeover nationally.

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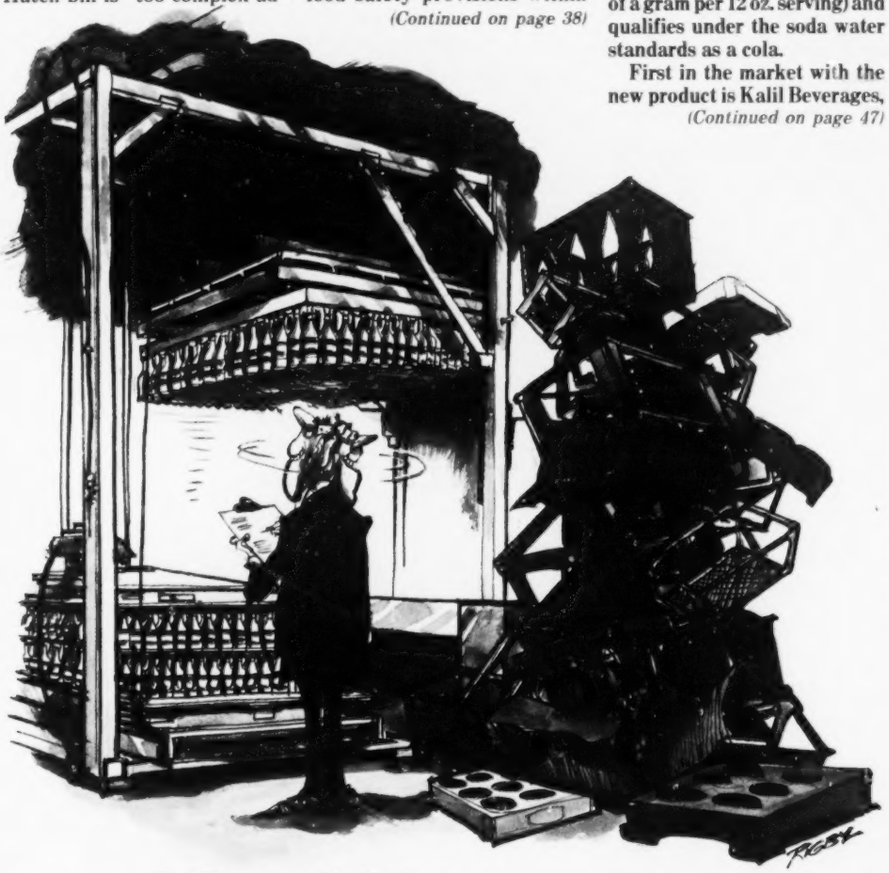

Bulk depalletizing opens package options

By Holly Klokis, Managing Editor

SPECIAL REPORT — With a growing interest in cutting packaging and shipping costs, bottlers are examining the options opened to them by bulk deliveries.

Until recently, corrugated reshippers were the sole packing containers that soft drink bottlers received and shipped nonreturnables in.

The bottles arrived at the plant in corrugated cartons at one end of the line, were unloaded manually or with a case depalletizer, uncased, and subsequently were placed into those same containers at the other end.

In a bulk system, bottles arrive at the plant packed on pallets. The bottlers can send them out in returnable plastic, fiber or wood cases, or in non-

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BI Package of the Week

Hoover debuts [illegible]ane-coated beer keg. See page 7.

Contents

7UP ad campaign jolts competitors

Seven-Up rolled out its new ad campaign, emphasizing that the product has "no caffeine, never had it, never will." Industry reaction was strong and immediate. General Cinema (Sunkist) petitioned TV networks to cease running 7UP's new national ads; Pepsi-Cola sent letters to its bottlers threatening franchise agreements if the bottlers back the campaign; Cola-Cola and Dr Pepper also sent special letters to their bottlers. Bottlers gave **BI** exclusive comments about the campaign, and about 7UP itself. **Page 1.**

Meanwhile, in New York City, 7UP officially unveiled its no-caffeine campaign to the press. The company claims it's not on the health food bandwagon, but that it's merely promoting freedom of choice for consumers. 7UP is "shocked" by the industry reaction. "What are they afraid of?" the company said. For the complete story, see **page 1.**

Coke growth plans told to analysts

Coca-Cola USA expects soft drink discounting will stay at roughly its current level through 1984. The company has no plans to offer a new sugar-free, or no-caffeine drink, especially one named after its flagship brand. Coke executives outlined their multi-year sales and marketing strategies to security analysts in New York. They said the industry will grow at an annual rate of 3.8% this decade; and they said Coke will do better than that. For more, see **page 4.**

Chicago considers bottle bill

The Chicago city council is considering legislation on a bottle bill. The law would impose a 10 cent deposit on beverage bottles and cans, and would ban the sale of cans with detachable poptops and throwaway plastic beverage containers. To find out how Chicago area bottlers feel about the bill, see **page 8.**

Schmidt's prefers steel for cans

Christian Schmidt Brewing Co. uses only steel for all of its beer in cans citing economics and marketing among the reasons. Steel cans are said to be less expensive to produce than those made of aluminum, and it is thought that the differential will continue favorable to steel.

For more details on why the firm finds steel favorable, see **page 10.**

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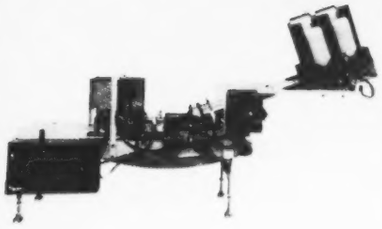
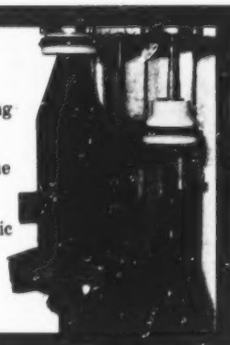
Tomorrow's Technology Today

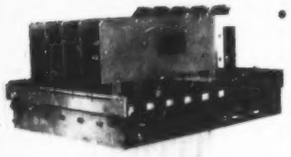


Contour Applicator
- Applies carriers to 10 and 16 oz. bottles in a 6 or 8 pack configuration
- Changeover in only 10 minutes
- Uses only 7 feet of conveyor space
- No electric eyes, brakes, or clutches

Pressure Tester for Glass Bottles
- Tests any 28mm or 38mm glass
- Spot pressure checks your glass before use in production

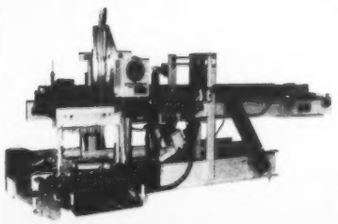
Centering Devices
- Protects bottles from striking vent tubes
- Significantly reduces bottle breakage and filler downtime
- Simple, efficient explosion guard capability
- Runs 38mm and 2 liter plastic bottles with minimal changeover time





Grid Systems
- Proven successful use by soft drink bottlers, breweries, distilleries, glass houses, and food processors world wide
- Adaptable to virtually any case packer built

Closure Tester for Plastic Bottles
- Reduces chances of premature blowoffs
- Utilizes hydrostatic pressure for safety and accuracy



Case Packer
- Packs all bottles including 2 liter
- High speed operation
- No electric eyes, clutches, or brakes for simple maintenance and operation
- Changeover time less than 10 minutes

All equipment backed by the Hartness guarantee!

HARTNESS INTERNATIONAL, INC.

Circle no. 101 on reader's service card

Beverage Business Indicators

Glass container shipments

(thousands of gross)
(not seasonally adjusted)

	Oct. '81	Nov. '81	% change
Bottles	25,970	24,041	—
Beverage: refillable	248	375	51.2
nonrefillable	4,248	4,090	(3.7)
under 10 oz	84	73	(13.1)
10.0 to 15.9 oz	1,407	1,214	(14.3)
16.0 to 16.9 oz (includes .5-L)	2,404	2,312	(3.8)
17.0 to 33.9 oz (includes 1-L)	343	491	43.1
34.0 oz and over (includes 2-L)	—	—	—
Beer: refillable	98	188	91.8
nonrefillable	8,389	7,987	(4.8)
under 11 oz	1,442	1,312	(9.0)
11.0 to 15.9 oz	6,485	6,249	(3.6)
16.0 and over	462	426	(7.8)
Liquor:	1,369	1,230	(10.2)
Under 125 ml (4.23 oz and under)	78	89	14.1
126 to 275 ml (4.24 to 9.3 oz)	292	284	(2.7)
276 to 500 ml (9.31 to 16.9 oz)	207	165	(20.3)
501 to 800 ml (16.91 to 27.04 oz)	347	300	(13.5)
801 to 1000 ml (27.05 to 33.80 oz)	269	250	(7.1)
1001 ml and over	176	142	(19.3)
Wine:	775	662	(14.6)
126 to 500 ml (4.24 to 16.9 oz)	120	100	(16.7)
501 to 800 ml (16.91 to 27.04 oz)	338	300	(11.2)
801 to 1000 ml (27.05 to 33.8 oz)	249	224	(10.0)
1001 to 1600 ml (33.81 to 54.08 oz)	—	—	—
Over 1600 ml (over 54.08 oz)	48	38	(20.8)

Source: U.S. Dept. of Commerce
Bureau of the Census

Closures for beverages

	Oct. '81	Nov. '81	% change
Metal (for spirits, wines)	49,512	40,875	(17.4)
Plastic (for spirits, wines)	110,971	104,686	(5.7)
Metal crowns (beer and soft drinks)	20,832	15,780	(24.3)
Soft drink (convenience types)	2,064	1,220	(40.9)
Soft drink (conventional types)	6,952	3,711	(46.6)
Beer (convenience types)	9,343	8,847	(5.3)
Beer (conventional types)	2,473	2,002	(19.0)
All other metal closures other than crowns	5,870	4,232	(27.9)

Source: U.S. Dept. of Commerce
Bureau of the Census

Imported beverages

(Proof gals)

	Nov. '81	Dec. '81	% change
Beer*	11,808,968	11,727,962	(0.7)
Whiskey	9,300,856	6,616,860	(28.9)
Brandy	516,077	519,611	0.7
Gin	535,948	385,131	(28.1)
Rum	73,918	43,779	(40.8)
Cordials and liqueurs	836,534	910,846	8.9
Others	1,026,288	640,331	(37.6)
Total	24,098,589	20,844,520	(13.5)
Sparkling wines	1,698,526	439,973	(74.1)
Still wines, table	10,110,875	10,002,875	(1.1)
Still wines, fortified	403,854	296,867	(26.5)
Vermouth	297,722	282,162	(5.2)

*Includes ale, stout, porter
Source: National Association of Beverage Importers, Inc.

Selected Consumer Price Index

(The year 1967 equals 100)

	Oct. '81	Nov. '81	% change
Cola	297.7	296.1	(0.5)
Other carbonated soft drinks	139.6	139.3	(0.2)
Noncarbonated drinks	135.5	136.4	0.7
Wine	238.1	203.6	(14.5)
Beer and ale	203.1	237.4	16.9

Sweetener data

(Cents per pound, dry basis)

	Oct. '81	Nov. '81	% change
HFCS wholesale prices			
California	20.21	20.21	0
New York	19.72	19.72	0
Chicago-West	19.72	19.72	0
Beet sugar wholesale prices	25.41	25.41	0
Dextrose wholesale prices			
California	28.64	28.64	0
New York	27.17	27.17	0
Chicago-West	27.17	27.17	0

Source: U.S. Dept. of Agriculture

Domestic beer removals

(Barrels of 31 gals)

	Oct. '81	Nov. '81	% change
Bottles and cans	12,047,325	10,763,745	(10.7)
Barrels and kegs	1,797,036	1,623,312	(9.7)
For export	224,901	198,420	11.8
Other	14,512	11,833	(18.5)
Total	**14,608,925**	**12,597,310**	**(13.8)**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Domestic wine removals

(Wine gals)

	Aug. '81	Sept. '81	% change
Still wines (bulk)	223,930	106,702	(52.4)
Still wines (bottled)	26,432,232	31,356,476	18.6
Effervescent wines (bulk & bottled)	2,265,008	2,112,915	(6.7)
Total	**28,921,170**	**33,571,093**	**16.1**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Domestic spirits removals

(Wine gals)

	July '81	Aug. '81	% change
Whiskey	12,810,574	12,041,841	(6.0)
Brandy	1,239,173	1,094,227	(11.7)
Rum	1,698,631	1,957,352	15.2
Gin	3,281,320	3,047,178	(7.1)
Vodka	8,426,356	7,152,538	(15.1)
Cordials and liqueurs	2,530,209	2,316,801	(8.4)
Cocktails and mixed drinks	733,591	737,483	0.5
Total	**30,719,854**	**28,347,420**	**(7.7)**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Blow-molded plastic bottle production

(thousands of units)

	Sept. '81	Oct. '81	% change
Plastic bottles (blow-molded)	1,257,480	1,275,276	1.4
Carbonated beverages*	172,213	174,949	1.6

*plans are being made to sub-divide this category into .5-, 1- and 2-L sizes

Source: U.S. Department of Commerce
Bureau of the Census

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March 26, 1982